

Dewayne Walker

P: (404) 734-4131

E: Dwalker312@gmail.com

In: linkedin.com/in/dewayne-walker

Ad: Atlanta, GA

EDUCATION

Bachelor of Arts in Radio & TV

Lewis University | Romeoville, IL

CORE COMPETENCIES

Multi-Platform Marketing
Brand Integration/Strategy
Brand/Creative Marketing
Integrated Content Development
Copywriting/Creative Direction
Events/Experiential Marketing
B2B/B2C Marketing
Insights/Measurement
Product Marketing
Project Management
Strategic Partnerships
SEO/SEM
Product Management
Growth Marketing

TECHNICAL SKILL

Microsoft Office: Word, Excel, PowerPoint, Outlook
WordPress
Google Analytics
Google Ad Sales
Facebook Ads
Chartbeat
Adobe Creative Suite
1-News
Final Cut Pro
Facebook
Twitter
Instagram

An innovative, results-driven **Creative Marketing & Brand Strategy Executive** respected for 20+ years building engaging brands by developing and executing insight-driven, multi-platform marketing plans to increase brand awareness and revenue. Proven track record cultivating cross-functional partnerships and directing multi-channel campaigns and programs for high-profile brands to meet short and long-term business goals. Motivational leader experienced creating and guiding high-performing teams of eight in delivering complex marketing/branding projects on time, under budget, and above expectations. Exceptional tenure resulting in numerous promotions.

Selected Highlights:

- **Demonstrated track record leading all BNC brand marketing activities**, including advertising, promotion, creative, social media, experiential marketing, and events across BNC, BNCGO, BNC.TV and BNC+.
- **Chosen to spearhead creative promotional brand launches of new shows**, including Black News tonight with Marc Lamont Hill, Start Your Day with Sharon & Mike, Making The Case with Yodit and Prime with Charles Blow, with national attention in the Wall Street Journal, The Hollywood Reporter, and the Washington Post.
- **Commended for developing and executing integrated marketing strategies on numerous platforms** to launch 500+ CNN campaigns, 40+ CNN network shows, and 4 U.S. Presidential Campaigns, generating significant ratings growth and exceeding the unit's goal of \$50M+ in promotional value.
- Outstanding success as a content producer creating, producing, writing, and scheduling 10K+ in-show promotions for live TV and digital platforms.

PROFESSIONAL EXPERIENCE

Vice President | Creative Marketing & Brand Strategy

BNC, Atlanta, GA | 2020 – Present

- Translate senior leadership's vision of "a new network" into an innovative strategy with non-traditional advertiser activations and long-term value for the start-up and investors.
- Collaborate with content development executives and cross-functional teams to provide strategic input into branding, marketing, and audience insights of the launch of new network shows.
- Evaluate and translate new engagement strategies into actionable efforts to drive consumer connectivity and generate substantial revenue growth.
- Identify and implement long-term revenue-generating marketing solutions and cost-cutting measures, greatly increasing savings.
- Oversee all brand marketing, partnerships and experiences, creative marketing, and on-air network design teams to ensure brand reach/engagement and boost audience retention.
- Develop and integrate a creative execution strategy, blueprint, brand positioning, and messaging for the network rebrand, resulting in nationwide awareness.
- Oversee the promotional brand launches of new shows to the lineup, including Black News tonight with Marc Lamont Hill, Start Your Day with Sharon & Mike, Making The Case with Yodit and Prime with Charles Blow, garnering national attention in the Wall Street Journal, The Hollywood Reporter, and the Washington Post.
- Establish the company's first partnership and experience for creating new, relevant programming opportunities for multicultural audiences and advertisers, leading to a first-time sponsorship with Coca-Cola and cross-platform editorial coverage of Juneteenth.
- Design and launch multi-million-dollar digital marketing/advertising campaigns, improving ratings and boosting revenue through sponsored partnerships.
- Spearhead creative and design strategies for the entire network, including rebranding, redesigning, and relaunching BNC and the digital website BNC.tv and directing the launch of the streaming network BNCGO.
- Build and manage the company's marketing group with a promo vertical, an experiential group, and a graphics department handling VIZRT and motion graphics to optimize advertising efforts.

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HONORS & AWARDS

Global Marketing Team of the Year

CNN | 2013 – 2019

Marketing & Design Global Awards

Promax BDA Promotion | 2006, 2008, 2010 – 2016

Peabody Award

Gulf Coast Oil Spill | 2010

Peabody Award

Hurricane Katrina | 2005

Alfred I. Dupont Award

Tsunami Disaster | 2005

PROFESSIONAL AFFILIATIONS

Member

National Association of Black Journalists

Member

Black Professionals at Turner

COMMUNITY ENGAGEMENT

- Boys & Girls Club of Atlanta
- CNN's Diversity Board
- Turner Business Resource Groups: Turner Women & Turner Asia
- High School & College Mentoring

PROFESSIONAL EXPERIENCE (continued)

- Create an appropriate app design and branding for the new app BNC+ for launch in March 2022, completing all projects on time, under budget, and above expectations.
- Direct all company rebranding involving on-air graphics, new shows and series launches, and branded microphones, doors, walls, buildings, and studios.
- Increase audience engagement through digital marketing and innovative experiential marketing, including Juneteenth celebration, BNC Concert Series, and planned New Year's Eve LIVE from Atlanta.
- Manage Social, Offline Advertising, Search, Display, YouTube, e mail campaign and Amazon campaigns using data-driven analysis, quickly pivoting depending on market/analytic changes to optimize profits.
- Built and lead a cross-functional team of graphic designers, copywriters, social media experts, producers, photographers/videographers, and project managers in the strategic development of messages, high-performing creative assets and deliverables.
- Produce fresh, innovative work and approve art/copy developed by the team that translates complex ideas into compelling tv, print and digital experiences that effectively address marketing goals and challenges.
- Achieve constant growth hacking delving into A/B tests, trends, CRO, competition, and advertising channels opportunities and relaying data and intelligence to the team.

Integrated Marketing Head

CNN | Atlanta, GA | 2015 – 2019

- Promoted to positions of increasing authority and responsibility due to exemplary performance and strong management abilities.
- Managed the long-and short-term planning and execution of all integrated promotions for big tent projects, from sale to completion.
- Developed and executed integrated marketing solutions tailored to clients' needs across digital, legal, editorial, ad sales, and creative platforms.
- Collaborated with executives to offer strategic direction for maximizing and retaining viewers, increasing viewership 50% in the first month/year.
- Tracked and measured the performance of campaigns to provide data-backed insights into a campaign's success while also optimizing campaigns to identify new growth opportunities.

Marketing & Promotions Manager

CNN | Atlanta, GA | 2004 – 2015

- Defined and captained the creative direction, copywriting, strategy, and execution of all integrated marketing for CNN Worldwide Networks on-air, digital and social media.
- Partnered closely with the networks CNN, CNN Headline News, CNN.com, CNN Radio, and three other Warner Media synergies to create effective marketing strategies.
- Developed and executed cross-platform sponsorship ideas with ad sales, including integrated and social media, and achieved a 200% ROI.
- Coordinated closely with the social/digital group on daily Facebook, Twitter, and Instagram postings, ensuring all assets and deliverables for the web and social channels were met while increasing the company's online presence and engagement 400%.

Content Strategist

CNN | Atlanta, GA | 2001 – 2004

- Recruited by the Senior Vice President of marketing and promotions to serve as the co-architect and strategist of the network's first integrated promotions team.
- Ensured consistent cross-platform promotion across five networks, managing a multimillion-dollar budget and eight full-time staff members.
- Conceptualized, produced, and implemented the first animated integrated tools for CNN, strongly influencing several cable networks' promotion in programming.
- Collaborated with executive producers to determine promotable stories while ensuring factual accuracy through legal, standards, and practices departments.
- Developed and implemented an integrated marketing strategy for the launch of the broadband channel by creating program integration, ad sales sponsorships, and programming ideas for CNN Airport Network, reaching 400M+ passengers.
- Created promotions to run during breaking news, allowing ad sales more commercial time, reducing ad sales' risk of under-delivery, and preventing a negative impact on Time Warner's financial outlook.

Content Developer/Reporter/Anchor | ABC/NBC/FOX | 1995 – 2001